

**MSSU
USSM**

**LOGO USAGE
GUIDELINES**

September 28, 2019

THE MSSU LOGO



LOGO



“WE ARE THE DATA”

– C.A. Heggie, MSSU Patient Advisor

Our logo reflects our simple belief that health-related research is fundamentally about people.

The logo consists of the Maritime SPOR SUPPORT Unit's acronym in English (MSSU) and French (USSM), along with a generic human face represented by graphic elements that are reminiscent of data. The elements of the human face are recognized across cultures and genders, and celebrates what connects us—the fact that we are all human.

Our health is important to us all.

Patients and caregivers have first-hand experience and unique insights that can inform and transform healthcare.

They are the data that drives health research.

LOGO & PROTECTION SPACE



For the MSSU logo to have impact, it must not be cluttered or crowded. In order to achieve this, a minimum amount of protection space must be maintained around the logo.

In the diagrams on the left, grey indicates protection space. This area must be kept free of other elements. The minimum required protection space is defined by the height of the 'U'.

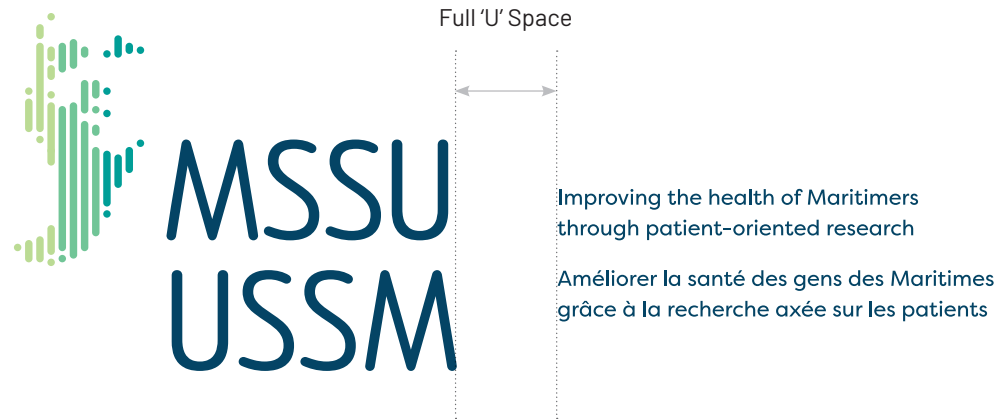


LOGO VERSIONS

Preferred
version



TAG LINE PLACEMENT



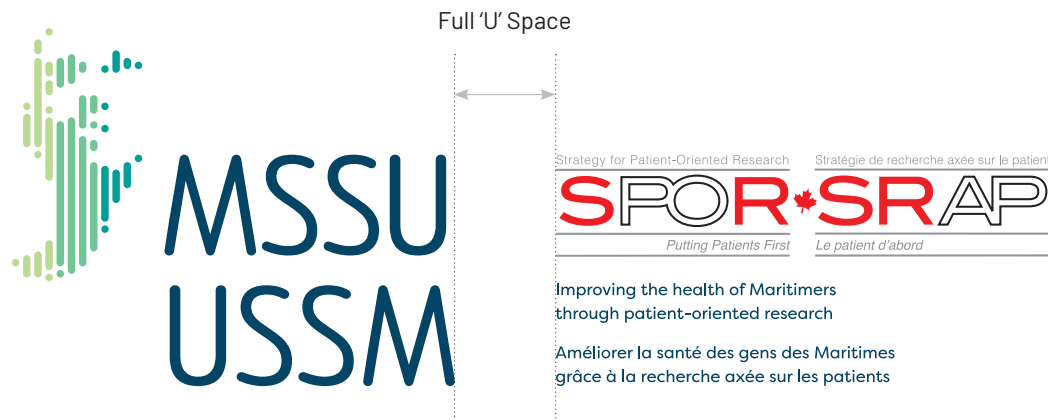
Because both the logo and tagline are bilingual, the additional words can create clutter. In order to avoid this, the tag line, when used, should be positioned a minimum distance from the logo. The examples on the page show the minimum spacing that should be given and preferred positioning.

SPOR LOGO PLACEMENT

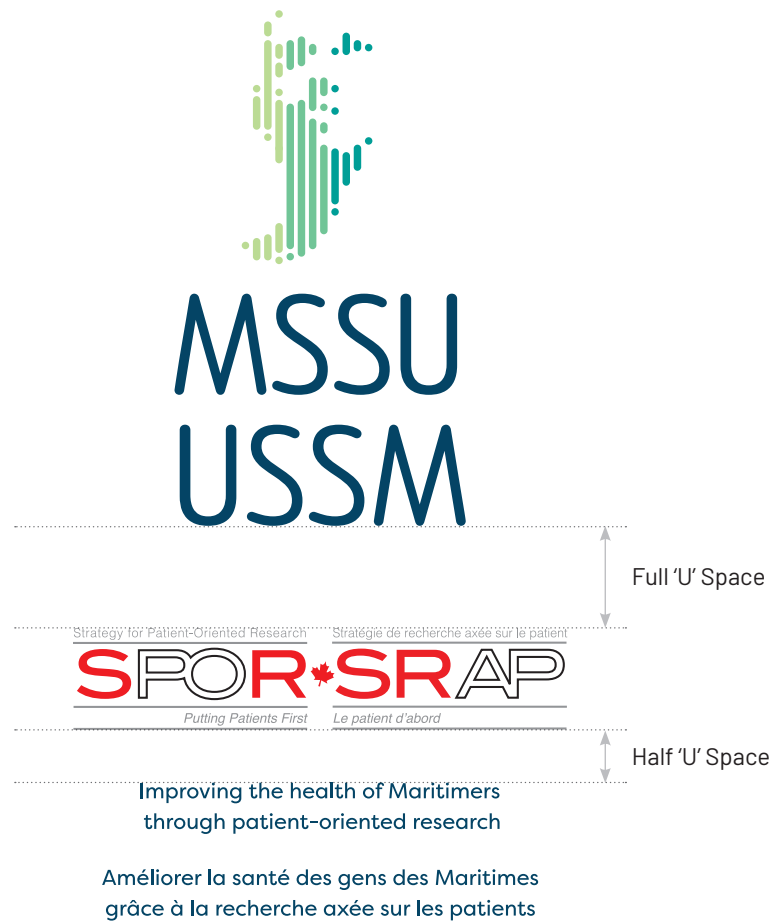


In many cases, the SPOR logo will need to be used with the MSSU logo. The examples on the page show the minimum spacing that should be given and preferred positioning.

SPOR LOGO & TAG LINE PLACEMENT



SPOR LOGO & TAG LINE PLACEMENT



TREATMENT OF FUNDER OR PARTNER LOGOS



Improving the health of Maritimers
through patient-oriented research
Améliorer la santé des gens des Maritimes
grâce à la recherche axée sur les patients

www.mssu.ca



In order to ensure that the MSSU branding doesn't get lost or over powered, partner and funder logos, when necessary, should have their own space in the layout. A thin grey line can be used for visual separation. The examples on this page are a guide for these situations. Overall, the objective is to keep the logos organized and contained in their own space.

Our Funders



FORBIDDEN USES



Do not stretch or distort



Do not change size or position of any elements



Do not change font or colours



Do not use on a busy or complex background



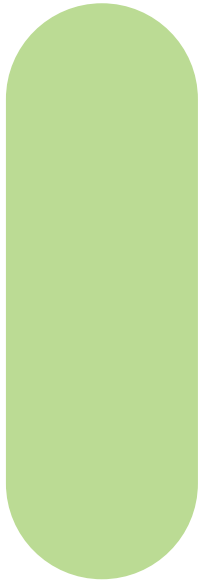
COLOUR



BRAND COLOURS

PRIMARY COLOURS

Pantone 2246 C
C30 M0 Y30 K0
R187 G219 B148
#BBDB94



Pantone 2232 C
C61 M7 Y31 K0
R113 G197 B151
#71C597



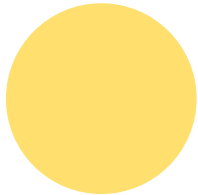
Pantone 7710 C
C80 M0 Y30 K0
R0 G158 B151
#009E97



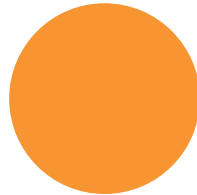
Pantone 2154 C
C90 M17 Y0 K65
R4 G68 B101
#044465



SECONDARY COLOURS



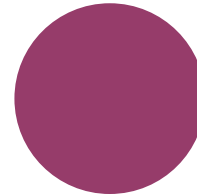
Pantone 1205 C
C0 M5 Y55 K0
R255 G223 B110
#FFDF6E



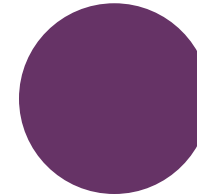
Pantone 715 C
C0 M50 Y90 K0
R247 G149 B51
#F79533



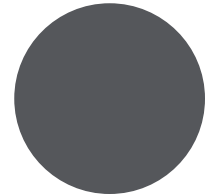
Pantone 2267 C
C40 M0 Y70 K0
R174 G211 B97
#AED361



Pantone 2069 C
C45 M80 Y0 K0
R150 G60 B106
#963C6A



Pantone 260 C
C70 M100 Y15 K20
R102 G51 B102
#663366



Pantone Cool Grey 11 C
C65 M57 Y51 K29
R85 G87 B91
#55575B

BRAND COLOURS - REVERSE

Only use the following colours reversed out of the Primary dark blue. All of the brand colours can be used against a white background.





MSSU
USSM

www.mssu.ca

communications@mssu.ca